ABSTRACT OF THE DISCLOSURE

According to one embodiment, the meeting of buyer demand that was unmet in prior bidding cycles in an on-line bidding transaction is provided. In one such embodiment, a method includes determining that a price for a quantity of business offered by at least one vendor and a price by at least one buyer for the quantity of business do not match during at least one prior bidding cycle in an on-line bidding transaction. The method also includes determining a difference between the price by the at least one vendor and the price by the at least one buyer. Additionally, the method includes generating a new bidding cycle in the on-line bidding transaction upon determining that the difference is within a range.

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